

Checklist Mobile App Testing



PART 1 CREATE A TEST PLAN

- ☐ Define your testing objectives. What question(s) do you want to answer?
 - Do people enjoy using your app?
 - Why are users abandoning the app during the tutorial?
 - Can they easily discover the key features?
 - Do users think this app would be useful to them?
- ☐ Know what parts of the app you want to test. These questions will help answer your broader questions/objectives. (Tasks that you think might be difficult, problems raised by clients or management, etc.)
 - Is it easy to upgrade?
 - Are there any issues in the checkout flow?
 - Is the new user on-boarding process successful?
- ☐ Determine who you want to test.
 - How technically proficient do they need to be?
 - Do they need to fit certain demographics?
 - How familiar do they need to be with your product or service offering?

PRO TIP

Try to home in on the most important insights you want to gather; don't try to test everything all at once. Long tests are unwieldy and fatigue the user.

- ☐ Identify any additional requirements.
 - Do they need to be running a specific operating system?
 - Must they already have a certain service or social media account?
- ☐ Determine your screener questions, to filter your user base.*

PRO TIP

If you plan to run several rounds of tests plot them onto a calendar, and then set up reviewing parties with your team to watch highlight reels.

PART 2 ORGANIZE THE DETAILS

- ☐ If your app will be downloaded from an App Store, be sure it's free.
 - If it's not, you'll need to provide additional incentive/reimbursement.*
- ☐ If you're sharing files (prototypes/mockups/static images) host the files on Dropbox or Box.com
- ☐ Draft the instructions on how to get to the app. Be overly clear. Many testers take things very literally.
 - For example: "Go to the App Store, search for [Exact Name of App] and install it. Once this is complete, please DO NOT open the app. Proceed to the first task."
- ☐ Provide information on how they can access your app if it is not yet available in a public app store.*
- ☐ If you're sharing links, shorten them with bit.ly or another URL shortening service.
- ☐ Provide instruction on what orientation the device should be if it matters to you. Landscape or Portrait!
- ☐ Note whether their sound should be turned on or not.
- ☐ Define whether or not they should follow along with an on-screen tutorial (if one is available).

PRO TIP

Remember that most mobile interactions last for only a few seconds, plan your test with this in mind.

PART 3 RUN YOUR TESTS

- ☐ Use tasks to help you achieve your testing objectives. Be sure to describe what you want to see the user do.
 - Do you want them to sign up for your newsletter?
 - Do you want them to skip to a specific place in the app?
 - Do you want them to purchase a gift for a friend?
 - Or, you can ask users to explore on their own, then call their attention to specific features.

PRO TIP

You'll get a more organic experience if you probe for whether they noticed something, and what they think about it.

- ☐ Use metrics questions to gather additional insight on tasks.
 - **Task Time:** look at how long it takes users to complete a task. This could indicate a couple of things including engagement levels or trouble completing tasks. Sometimes though, it just means it took them longer to 'think out loud'.
 - **Task Difficulty:** Ask whether the task was easy to complete on a scale. Poor ratings mean you should look into those tasks to find out what went wrong.

- ☐ Include Pre- and Post-Test questions to learn about attitudes and brand impression.
 - Ask users to describe their past experiences with a product, brand, etc.
 - Ask for impression of an industry, brand, etc.
 - Ask users to describe how easy/fun/entertaining they expect the experience to be
 - Use written fields for easy cataloging and searching later on
- ☐ Pre-test your tests: run a single test, fix any red flags, then run the rest of the sessions. Hone your questions, tasks, metrics etc. before investing in a larger study.

PRO TIP

Ask users whether this app is something they would share with their peers or co-workers. This can drive home product fit, and lead to interesting insights.

PART 4 ANALYZE THE RESULTS

- ☐ Examine task length. Depending on the task, this can be a key indicator that something might have been either really fun/engaging or really difficult/confusing.
- ☐ Scan written results and then run a search to see how often specific phrases come up.
- ☐ Compare ease-of-use questions with value-based questions. An app may be *easy* to use, but still not something they would necessarily pay for or utilize.
- ☐ Create an easy-to-digest report to share with your team.
- ☐ Watch recorded tests with your team. Have people put together a list of action items for themselves or the team, and ask them what they want to test next time!



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